

Chicago  
Parent's

# 2016 Playdate



## **Spring Playdate "Going Places":**

Athletico Center, Northbrook, IL

April 10, 2016 • 10 am - 3 pm

## **Fall Playdate "Best of Chicago Parent":**

Max McCook Athletic & Exposition, McCook, IL

October 2, 2016 • 10 am - 3 pm



# Play, Eat, Learn, Shop & Explore!



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### What is the Chicago Parent Playdate?

The Chicago Parent Playdate is an integrated media experience presented by Chicago Parent Media that brings the pages of the magazine to life in a day of nonstop activities and entertainment. At the Playdate, businesses will showcase their products and services to Chicagoland families, and parents and kids will enjoy inflatables, train rides, face painting, wall climbing, live music, visits from characters, sports activities on the indoor courts, turf fields, and a fun, interactive activity from every onsite partner.

In addition, we will have a Family Fun Stage where businesses and local performers can engage the audience in a 20-minute performance or demonstration. Join us for these two exciting Playdates for 2016 around the themes of Spring "Going Places" and Fall "Best of Chicago Parent."

We are seeking targeted partners who would like to connect with our engaged network of Chicago parents with kids 0-14 through the pages of our magazine, our digital properties, social media and in person events.



## 2015 Chicago Parent Spring & Fall Playdate Results:

**Over  
5,000  
attendees**

**85+**  
participating  
brands

**1500+  
kids!**

**LOTS OF FUN!**

**Here's what participating vendors had to say about past Playdates:**

*"We thought that the Chicago Parent Playdate was a huge success and it was a great way for us to connect with people who are in our target audience and other businesses."*

*"I thought this event was amazingly put together and offered us a great opportunity to get our brand/name out there."*

*"Chicago Parent is a great partner - you guys do great work! Thanks for the partnership!"*



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# Chicago Parent MEDIA

Connecting with families



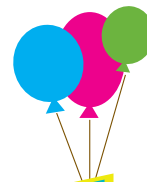
### About Chicago Parent:

Chicago Parent is the #1 source for Chicago-area families looking for information on the very best local family-friendly resources. Chicago Parent Media has significant reach across several platforms including:

Chicago Parent Magazine Properties including Chicago Parent and Going Places:

- Readership of over 250,000
- ChicagoParent.com: 4,517,389 page views in the past 12 months
- Email list: 24,000
- Facebook: 19,000 fans
- Twitter: 12,000 followers
- Pinterest: 2,618 followers
- Instagram: 2,000 followers

2016  
**Playdate**



### ADMISSION:

Adults: FREE

Kids under age 2: \$4

Kids ages 2-14:  
\$8 per child

*A portion of the proceeds from  
ticket sales will benefit a local  
charity partner.*



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**NOTE: All sponsors must provide interactive activity at their booth!**

THIS SPONSORSHIP PACKAGE INCLUDES **BOTH** THE SPRING AND FALL PLAYDATES



# PRESENTING SPONSOR

## \$12,500 - ONE AVAILABLE

### RECOGNITION BEFORE, DURING AND AFTER THE EVENT

- Naming Rights: "Chicago Parent Playdate Presented by Company Name"
- Company logo on event print and digital promotion ads in Chicago Parent
- Company logo on event website at [www.chicagoparent.com/playdate](http://www.chicagoparent.com/playdate) with link to sponsor website
  - Company name mentioned in all press releases
- Company logo and/ or name on any and all other promotional campaigns developed for event
  - Company logo on post-event print ad in Chicago Parent

### VISIBILITY AT THE PLAYDATE:

- FOUR 12 x 12 exhibitor booth spaces in a prominent location
- Company logo on event print and digital promotion ads in Chicago Parent and Going Places
  - Company logo on large event sign at entrance
- Opportunity to provide company banner to be hung in prominent location at event
  - Continuous sponsor recognition from the performance stage
- Opportunity to provide one performance or program on performance stage  
(Performance to be finalized 30 days before event)
  - Company logo on event map of Playdate



### EXTENDED REACH ON CHICAGO PARENT PLATFORMS:

- FULL PAGE, FULL COLOR AD in Going Places Spring AND October issue of Chicago Parent Magazine
- Complimentary 2-page sponsored story spread in Going Places OR Chicago Parent, topic to be mutually determined by sponsor and Chicago Parent
- One additional half page ad in Chicago Parent issue at discretion of magazine and client
- 12 Mentions total on each Chicago Parent Social Media Platform (Facebook, Twitter and Instagram) during 2016
- Rotating premium banner ad on event homepage with link to sponsor website
- Premium banner ad on [Chicagoparent.com](http://Chicagoparent.com) during the months of April and October
- 2 sponsored stories or blog posts on [Chicagoparent.com](http://Chicagoparent.com)

### ADDITIONAL INCENTIVES:

- Naming rights: "Chicago Parent Playdate presented by YOUR NAME HERE"
- Access to all photos from the event
- Exclusive one-time use of event registration database (dedicated email sent through Chicago Parent with messaging from sponsor at a mutually agreed upon date)
- Guaranteed first right of renewal for 2017 Playdates
- Category exclusivity

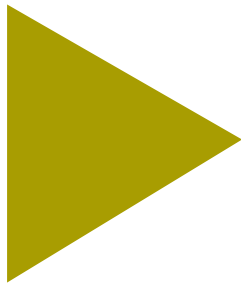


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# MAJOR SPONSOR

\$7,500

## Recognition Before, During and After the Event

- Naming rights to an activity area at the Playdate
- Company logo on event print promotion ads in Chicago Parent and Going Places
- Opportunity to provide company banner to be hung in prominent location at event
  - Company logo on event website at [www.chicagoparent.com/playdate](http://www.chicagoparent.com/playdate)
  - Company name mentioned in all press releases about event
- Company logo on any and all other promotional campaigns developed for event
  - Company logo on post-event print ad in Chicago Parent

## Visibility at the Event:

- TWO 12 x 12 exhibitor booth spaces in a prominent location
- Opportunity to have company sign hung in a prominent location
  - Two sponsor recognitions from entertainment stage

## EXTENDED REACH ON CHICAGO PARENT PLATFORMS:

- One HALF-PAGE, FULL COLOR AD in Going Places and the October issue of Chicago Parent
- One page or half page sponsored story in either Going Places or October issue of Chicago Parent
- 6 mentions on each Chicago Parent Social Media Platform (Facebook, Twitter and Instagram) during 2016
- Rotating banner ad on [www.chicagoparent.com/playdate](http://www.chicagoparent.com/playdate) with link to company website
  - Rotating banner ad on Chicagoparent.com during the months of April and October
- 1 sponsored story or blog post on Chicagoparent.com
  - Access to all event photos

## ADDITIONAL INCENTIVES:

- Naming rights to activity area (i.e. bouncy houses, entertainment stage)
- Access to all photos from the event



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# ASSOCIATE SPONSOR

\$3,500

## RECOGNITION BEFORE, DURING AND AFTER THE EVENT

- Company name on event print promotion ads in Chicago Parent
- Company logo on event website at [www.chicagoparent.com/playdate](http://www.chicagoparent.com/playdate) with link to sponsor website
  - Company name mentioned in all press releases
- Company name mentioned on any other promotional campaigns developed for the event
  - Company logo on post event print ad in Chicago Parent

## VISIBILITY AT THE EVENT:

- ONE 12x12 exhibitor booth space in a prominent location
  - Company logo on large event sign at entrance
- Opportunity to have company sign hung in a prominent location
  - Two sponsor recognitions from entertainment stage

## EXTENDED REACH ON CHICAGO PARENT PLATFORMS:

- One QUARTER-PAGE, FULL COLOR AD in Going Places and the October issue of Chicago Parent
- 3 mentions on each Chicago Parent Social Media (Facebook, Twitter and Instagram) during 2016
  - Rotating banner ad on [www.chicagoparent.com/playdate](http://www.chicagoparent.com/playdate) with link to company website
  - Rotating banner ad on [Chicagoparent.com](http://Chicagoparent.com) during the months of April and October
    - Access to all event photos

## ADDITIONAL INCENTIVES:

- Access to all photos from the event



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TABLE SPONSORSHIP COSTS ARE PER EVENT



# TABLE SPONSOR

\$750

## RECOGNITION BEFORE, DURING AND AFTER THE EVENT

- Company name on event website at [www.chicagoparent.com/playdate](http://www.chicagoparent.com/playdate) with link to company website
- Company logo included in one print ad during the month of the play dates (April and October)
- Company logo printed in post-event print ad in Chicago Parent

## VISIBILITY AT THE EVENT:

- ONE 12x12 exhibitor booth space
- Logo on one event sign

## EXTENDED REACH ON CHICAGO PARENT PLATFORMS:

- 1 mention on Chicago Parent Social Media (Facebook, Twitter and Instagram) in the month of April 2016 or October 2016 depending on month of booth purchase

## ADDITIONAL INCENTIVES:

- Access to event photos

*\* Electrical request for booths is an additional \$40 at the Table Sponsor level*

*\*\* All booth tables are estimated to be 8' long tables. Two chairs per booth will be included.*



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